

## ORDER



KLAS

Orders Order / Rev: 35865  
Alt Order #: 08802358  
Product Desc: ISSUE  
Estimate:  
Flight Dates: 10/03/12 - 10/09/12  
Original Date / Rev: 05/16/12 / 10/05/12  
Order Type: GENERAL

Primary AE: Mike Jones  
Sales Office: K-WAS  
Sales Region: National

Agency Name: Nebo Media  
Buying Contact: Jessica Murray  
Billing Contact:  
3299 K Street NW  
Washington, DC 20007

Billing Type: Cash  
Billing Calendar: Broadcast  
Billing Cycle: EOM/EOC  
Agency Commission: 15%

Advertiser Name: NRSC  
Demographic: A35+  
Product Codes: PO4  
Priority: LV2  
Revenue Codes: AGY, POL, ISS

New Business Thru: 09/04/11  
Order Separation: 00:10:00  
Advertiser External ID:  
Agency External ID:

## Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/01/12	10/09/12	59	\$91,950.00	\$78,157.50

## Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2012	59	\$91,950.00	\$78,157.50	0.00
Totals	59	\$91,950.00	\$78,157.50	0.00

## Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
-------------------	--------------	--------------	-----------------------	---------

Mike Jones	Start Of Order - End Of Order	100%
------------	-------------------------------	------

## Order Share

Share	Total
KLAS	31% \$91,950.00

Market	100% \$296,612.90
--------	-------------------

## Competitive Share

Share	Total
CABLE	0% \$0.00
KBLR	0% \$0.00
KFBT	0% \$0.00
KINC	0% \$0.00
KTNV	18% \$53,390.32
KTUD	0% \$0.00
KVBC	0% \$0.00
KVVU	17% \$50,424.19
KVWB	0% \$0.00
LV1	0% \$0.00
UNKWN	0% \$0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	8	10/03/12	10/05/12	8 News Now 6a M-F	CM	6-7a	--WTF--	:30	2	\$1,200.00	LV1	0.00	NM	2	\$2,400.00
NEWS															
Start Date		End Date		Weekdays	Spots/Week	Rate	Rating								
Week: 10/01/12		10/07/12		--WTF--	2	\$1,200.00	0.00								
E 2	8	10/08/12	10/09/12	8 News Now 6a M-F	CM	6-7a	MT-----	:30	2	\$1,200.00	LV1	0.00	NM	2	\$2,400.00
8 News Now 6a M-F															



Order / Rev: 35865  
Alt Order #: 08802358  
Flight Dates: 10/03/12 - 10/09/12

Advertiser: NRSC  
Product Desc: ISSUE  
Estimate:

KLAS

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 14	8	10/03/12	10/05/12	The Talk 2-3P The Talk	CM	2-3p	--WTF--	:30	1	\$900.00	LV2	0.00	NM	1	\$900.00
<b>TALK</b>															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 10/01/12 10/07/12 --WTF-- 1 \$900.00 0.00															
E 15	8	10/08/12	10/09/12	The Talk 2-3P The Talk	CM	2-3p	MT-----	:30	1	\$900.00	LV2	0.00	NM	1	\$900.00
<b>TALK</b>															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 10/08/12 10/14/12 MT----- 1 \$900.00 0.00															
E 16	8	10/03/12	10/05/12	Ellen Ellen	CM	3-4p	--WTF--	:30	2	\$1,000.00	LV2	0.00	NM	2	\$2,000.00
<b>ELLEN</b>															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 10/01/12 10/07/12 --WTF-- 2 \$1,000.00 0.00															
E 17	8	10/08/12	10/09/12	Ellen Ellen	CM	3-4p	MT-----	:30	2	\$1,000.00	LV2	0.00	NM	2	\$2,000.00
<b>ELLEN</b>															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 10/08/12 10/14/12 MT----- 2 \$1,000.00 0.00															
E 18	8	10/03/12	10/05/12	8 News Now 4p M-F 8 News Now 4p M-F	CM	4-5p	--WTF--	:30	2	\$1,300.00	LV2	0.00	NM	2	\$2,600.00
<b>NEWS</b>															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 10/01/12 10/07/12 --WTF-- 2 \$1,300.00 0.00															
E 19	8	10/08/12	10/09/12	8 News Now 4p M-F 8 News Now 4p M-F	CM	4-5p	MT-----	:30	1	\$1,300.00	LV2	0.00	NM	1	\$1,300.00
<b>NEWS</b>															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 10/08/12 10/14/12 MT----- 1 \$1,300.00 0.00															
E 20	8	10/03/12	10/05/12	8 News Now 5-630p M-FCM 8 News Now 5-630p M-F	CM	5-630p	--WTF--	:30	2	\$1,500.00	LV2	0.00	NM	2	\$3,000.00
<b>NEWS</b>															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 10/01/12 10/07/12 --WTF-- 2 \$1,500.00 0.00															
E 21	8	10/08/12	10/09/12	8 News Now 5-630p M-FCM 8 News Now 5-630p M-F	CM	5-630p	MT-----	:30	2	\$1,500.00	LV2	0.00	NM	2	\$3,000.00
<b>NEWS</b>															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 10/08/12 10/14/12 MT----- 2 \$1,500.00 0.00															
E 22	8	10/03/12	10/05/12	630-7p Inside Edition Inside Edition	CM	630-7p	--WTF--	:30	1	\$1,300.00	LV2	0.00	NM	1	\$1,300.00
<b>IN EDITION</b>															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 10/01/12 10/07/12 --WTF-- 1 \$1,300.00 0.00															
E 23	8	10/08/12	10/09/12	630-7p Inside Edition Inside Edition	CM	630-7p	MT-----	:30	1	\$1,300.00	LV2	0.00	NM	1	\$1,300.00
<b>IN EDITION</b>															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 10/08/12 10/14/12 MT----- 1 \$1,300.00 0.00															
E 24	8	10/03/12	10/05/12	7-8p Rotator 7-8p Rotator	CM	7-8p	--WTF--	:30	2	\$1,300.00	LV2	0.00	NM	2	\$2,600.00
<b>ET/INSIDER</b>															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 10/01/12 10/07/12 --WTF-- 2 \$1,300.00 0.00															
E 25	8	10/08/12	10/09/12	7-8p Rotator 7-8p Rotator	CM	7-8p	MT-----	:30	2	\$1,300.00	LV2	0.00	NM	2	\$2,600.00
<b>ET/INSIDER</b>															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 10/08/12 10/14/12 MT----- 2 \$1,300.00 0.00															
E 26	8	10/03/12	10/05/12		CM	11-1135p	--WTF--	:30	2	\$2,200.00	LV1	0.00	NM	2	\$4,400.00

Order / Rev: 35865  
Alt Order #: 08802358  
Flight Dates: 10/03/12 - 10/09/12

Advertiser: NRSC  
Product Desc: ISSUE  
Estimate:

KLAS

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
				8 News Now 11p M-F											
				8 News Now 11p M-F											
				NEWS											
				Start Date	End Date	Weekdays	Spots/Week		Rate						
				Week: 10/01/12	10/07/12	--WTF--	2	\$2,200.00	0.00						
E 27	8	10/08/12	10/09/12	8 News Now 11p M-F	CM	11-1135p		MT-----	:30	2	\$2,200.00	LV1	0.00	NM	2 \$4,400.00
				8 News Now 11p M-F											
				NEWS											
				Start Date	End Date	Weekdays	Spots/Week		Rate						
				Week: 10/08/12	10/14/12	MT-----	2	\$2,200.00	0.00						
E 28	8	10/03/12	10/05/12	Letterman	CM	1135p-1237a		--WTF--	:30	2	\$850.00	LV2	0.00	NM	2 \$1,700.00
				Letterman											
				LETTERMAN											
				Start Date	End Date	Weekdays	Spots/Week		Rate						
				Week: 10/01/12	10/07/12	--WTF--	2	\$850.00	0.00						
E 29	8	10/08/12	10/09/12	Letterman	CM	1135p-1237a		MT-----	:30	2	\$850.00	LV2	0.00	NM	2 \$1,700.00
				Letterman											
				LETTERMAN											
				Start Date	End Date	Weekdays	Spots/Week		Rate						
				Week: 10/08/12	10/14/12	MT-----	2	\$850.00	0.00						
E 30	8	10/03/12	10/05/12	8 News Now 5a M-F	CM	5-6a		--WTF--	:30	1	\$1,000.00	LV1	0.00	NM	1 \$1,000.00
				8 News Now 5a M-F											
				NEWS											
				Start Date	End Date	Weekdays	Spots/Week		Rate						
				Week: 10/01/12	10/07/12	--WTF--	1	\$1,000.00	0.00						
E 31	8	10/05/12	10/05/12	Fri 8-9p	CM	8-9p		----F--	:30	1	\$8,500.00	LV1	0.00	NM	1 \$8,500.00
				CSI: NY											
				SAT EARLY											
				Start Date	End Date	Weekdays	Spots/Week		Rate						
				Week: 10/01/12	10/07/12	----F--	1	\$8,500.00	0.00						
E 32	8	10/06/12	10/07/12	8 News Now 11p	Sa/SuCM	11-1135P		-----SS	:30	2	\$1,100.00	LV2	0.00	NM	2 \$2,200.00
				8 News Now Sa/Su 11p											
				NEWS											
				Start Date	End Date	Weekdays	Spots/Week		Rate						
				Week: 10/01/12	10/07/12	-----SS	2	\$1,100.00	0.00						
E 33	8	10/06/12	10/06/12	CBS Early Show - Sat.	CM	5-7a		-----S-	:30	1	\$550.00	LV1	0.00	NM	1 \$550.00
				CBS Early Show - Sat.											
				FACE THE NATION											
				Start Date	End Date	Weekdays	Spots/Week		Rate						
				Week: 10/01/12	10/07/12	-----S-	1	\$550.00	0.00						
E 35	8	10/06/12	10/06/12	8 News Now Sat 5-7p	CM	5-7p		-----S-	:30	1	\$800.00	LV2	0.00	NM	1 \$800.00
				8 News Now Sat 5-7p		(5:00 PM-5:30 PM)									
				NEWS											
				Start Date	End Date	Weekdays	Spots/Week		Rate						
				Week: 10/01/12	10/07/12	-----S-	1	\$800.00	0.00						
E 39	8	10/07/12	10/07/12	Face The Nation	CM	Face The Nation		-----S	:30	1	\$2,500.00	LV1	0.00	NM	1 \$2,500.00
				Face The Nation											
				60 MINUTES											
				Start Date	End Date	Weekdays	Spots/Week		Rate						
				Week: 10/01/12	10/07/12	-----S	1	\$12,000.00	0.00						
E 43	8	10/07/12	10/07/12	Sun 7-8p	CM	7-8p		-----S	:30	1	\$12,000.00	LV1	0.00	NM	1 \$12,000.00
				60 Minutes											
				Start Date	End Date	Weekdays	Spots/Week		Rate						
				Week: 10/01/12	10/07/12	-----S	1	\$12,000.00	0.00						
N 44	8	10/06/12	10/06/12		CM	8-10p		-----S-	:30	2	\$2,250.00	LV1	0.00	NM	2 \$4,500.00

Order / Rev: 35865  
 Alt Order #: 08802358  
 Flight Dates: 10/03/12 - 10/09/12

Advertiser: NRSC  
 Product Desc: ISSUE  
 Estimate: \_\_\_\_\_

**KLAS**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
Sat Prime Special KLAS Movie: Madison															
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u>															
Week: 10/01/12    10/07/12    -----S-    2    \$2,250.00    0.00															
												Totals	59	\$91,950.00	